

2009 AIEA ANNUAL CONFERENCE

The (Surprising) Role of International Alumni Networks in Internationalizing the Campus

Housekeeping

A brief conceptual overview

MIT case study

Discussion

- **Around 30 minutes for the presentation and 15 minutes for discussion**
- **No handouts**
- **The presentation is available at www.illuminategroup.com, and will be posted on the AIEA website**
- **The session's focus is on highlighting small, new, smart, and alumni-driven initiatives**

Mr. Alexander is the director of Alumni Education at MIT where he oversees and develops intellectual content for a wide array of programs sponsored by the MIT Alumni Association. With 30 years of experience at MIT, he has held a number of positions in alumni relations.

A large part of his work prior to becoming involved with Alumni Education, a position which he initiated in 2003, was in the building of networks of alumni organizations both in the US and Europe. He has spoken at several conferences on his experiences and thoughts regarding this area of institutional advancement.

Mr. Alexander holds a B.A. degree from the Pennsylvania State University where he concentrated in philosophy and comparative religions. After his first year of graduate studies at Union Theological and Columbia University, he followed an even deeper interest and enrolled in the Manhattan School of Music where he completed an M.M. degree in musicology and piano. In 2003, he was named an honorary alumnus of MIT.

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- **Sociological Meta Trends**
- **Mutual Relationship Value**
- **Global Brand Leverage**
- **Self-Organizing Micro-Support Models**
- **Boundary Dissolution**
- **Technology Diffusion**

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Key Messages

- Alumni body is increasingly international.
- Alumni are an integral part of the university.

MIT's International Footprint

- ❑ Public Service Center (PSC)
- ❑ MIT International Science & Technology Initiatives (MISTI)
- ❑ Abdul Latif Jameel Poverty Action Lab
- ❑ MIT Open CourseWare (OCW)

MIT Alumni Association

- First Ibero-American MIT Alumni Summit (LAMIT)
- View from the Top

The Future

- Admissions Office
- Senior Class

Conclusions

- Strengthening connections with alumni worldwide adds new dimensions to the campus experience.
- Increased relevance to lives of alumni translates into greater giving patterns.

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